
Downtown, The Waterfront and The Waterside

Presented to City Council
January 24, 2012

Introduction and Purpose

- Land owned by City; Building owned by NRHA; lease holder is Waterside Associates, Limited Partnership
- Considerable public input prior to our review
- No decision on The Waterside is intended for this discussion

Citizen Input

- The Site and Waterfront are extremely important and should be carefully considered – public interest is extremely important
- Concepts or vision include family oriented venues, market places, fine dining, entertainment, and public uses
- There was some support for seeking a total different reuse of the site

Waterside Proposals

- The following slides provide a general overview of each proposal received
- No Council action is required at this time

Harvey Lindsay Proposal

- Major theme of development:
 - ❑ Conference Center in place of the Waterside
 - ❑ Overhead walkway linking the conference center to the existing conference center at the Marriott and then to new developments at Main Street
 - ❑ Two mid-size hotels (one where Selden Arcade sits)
 - ❑ Parking (co-located with a hotel where the Selden Arcade sits)
 - ❑ An office building
 - ❑ Enlarge the marina and include a signature seafood restaurant at the marina

Harvey Lindsay Proposal



Beach Music Awards Proposal

■ Proposer:

- John X. Aragona for Mark7 Studios would position The Waterside as a “Norfolk Sound” beach music themed venue

■ Major theme of development:

- 3 restaurants (Italian, seafood, Prime Steak), food court, sports bar and Tiki bar, retail stores on first floor
- Beach music cocktail lounge and fine dining supper club, Shag dance club, theater and broadcast studios, and comedy club on second floor

Drakkar America Proposal

- Developer:
 - Drakkar America would create the development
- Major theme of the proposed development:
 - An entertainment and Multi-use Pro Sports Complex
 - Acquire the Sheraton and build a 22,000 seat arena and multi-use towers
 - Proposal includes option to seek an NBA franchise or to operate without such a franchise
 - Initial ownership would be by the developer with eventual intent to find private investors for the long-term

Drakkar America Proposal



Project Neptune III Proposal

- Developer:
 - Alvin James Development Group to develop an entertainment and dance based themes development

- Proposed development theme:
 - Propose “green” development with 150 hotel rooms,
 - Entertainment to include 3 large night clubs, 1 a private members club, 2 large restaurants and a Sushi & Oyster Bar and outdoor deck bar
 - Movie theaters to include IMAX and 4-D theater

Cordish Proposal

■ Developer:

- ❑ Cordish Company is a large real estate developer including “Power Plant” themed developments

■ Proposed development theme:

- ❑ Entertainment and restaurant themed experience to include live entertainment opportunities
- ❑ Live entertainment on 1st floor plus 7 restaurants and small food court
- ❑ 6 restaurants including an event room on second floor
- ❑ Several restaurants typically known with other Cordish developments were identified

Cordish Proposal



What's Next?

- We will engage consulting assistance to:
 - ❑ Evaluate the proposals and give guidance on terms and conditions and strategy for negotiations
 - ❑ Evaluate the proposals for impacts and how they compliment the Downtown and the Waterfront

- Public process:
 - ❑ The public will be aware of the proposals
 - ❑ However, the City will need to negotiate terms in a business-like fashion
 - ❑ When the terms are ready for City Council's final direction, the public will be invited and afforded the opportunity to comment prior to any final actions